

## Message Text

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PAGE 01 TAIPEI 00830 130126Z  
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W  
-----130128Z 025585 /66

P R 130045Z FEB 77  
FM AMEMBASSY TAIPEI  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 2562

UNCLAS TAIPEI 830

FOR: USDOC/OIM/EA--KELLY

E.O. 11652: N/A  
TAGS: BEXP, TW  
SUBJECT: CLSOING DAY REPORT

- (1) MARITIME USA '77
- (2) U.S. TRADE CENTER, TAIPEI, FEBRUARY 8-11, 1977
- (3) 17 PARTICIPANTS, 21 EXHIBITORS.
- (A) NTM 17
- (B) OTM 4
- (4) \$342,480
- (A) \$328,480
- (B) \$ 14,000
- (5) \$ 13,081,200
- (A) \$ 12,156,200
- (B) \$925,000
- (6) 5
- (7) 4
- (8) 2
- (9) NXA
- (10) 2016 (UN-OFFICIAL)
- (11) MR. A. OMATA, PRESIDENT, JAPAN TRATEC, REPRESENTATIVE OF PETROGEN INTERNATIONAL CO., MADE A SPECIAL TRIP TO KAOHSIUNG ON THURSDAY, FEBRUARY 10, TO DEMONSTRATE PETROGEN'S OXY-GASOLINE CUTTING SYSTEM TO POTENTIAL

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CUSTOMERS, CHINA SHIPBUILDING CORPORATION AND CHINA STEEL MILL. THE DEMONSTRATION WAS SUCCESSFUL AND HE CONCLUDED ON-THE-SPOT SALES OF \$30,000. PETROGEN APPOINTED SHANG TSU ENTERPRISES CO., LTD., TAIPEI, AS THEIR TAIWAN REPRESENTATIVE DURING THE EXHIBITION.

M.J. GOLDSTROHM, REGIONAL SALES MANAGER, DIXIE DREDGE,

ST. LOUIS, MO. COMPLETED HIS FINDS TWO OBJECTIVES FOR PARTICIPATION I.E., IMMEDIATE SALES AND FINDING SALES REPRESENTATION. NEGOTIATIONS HAD BEEN UNDER WAY FOR THE SALE OF ONE DREDGE UNIT AND DURING MARITIME USA THE CONTRACT WAS FINALIZED, RESULTING IN A \$150,000 SALE. DIXIE DREDGE APPOINTED CHAMPION ENTERPRISES CO., LTD., TAIPEI, AS THEIR TAIWAN REPRESENTATIVE DURING THE EXHIBITION. DIXIE DREDGE ALSO PARTICIPATED IN THE TRADE CENTER'S SEPTEMBER 1974 MARITIME EXHIBITION AND MR. GOLDSTROHM WAS WELL SATISFIED WITH THE RESULTS OBTAINED FROM BOTH EVENTS.

JEROME M. KLEIFGEN, INT'L MARKETING MANAGER, VENUS SCIENTIFIC, INC., STATED THAT SEVERAL LARGE ORDERS FOR HIS EQUIPMENT WERE ATTAINED EVEN THOUGH HE FELT THAT HIS EQUIPMENT WAS BETTER SUITED FOR A SECURITY OR ELECTRONICS EXHIBITION. SALE OF SEVERAL SECURITY SYSTEMS TO THE AIRPORT AND TO HARBOR AUTHORITIES IN KEELUNG, KAOHSIUNG WERE DIRECTLY ATTRIBUTABLE TO THE TRADE CENTER MAKING ITS SECOND FLOOR CONFERENCE ROOM AVAILABLE FOR DEMONSTRATION. THE CONFERENCE ROOM COULD BE DARKENED AND THE SENSITIVITY OF THE VENUS LONG RANGE, LOW LIGHT LEVEL, TELEVISION CAMERA COULD BE EFFECTIVELY DEMONSTRATED. HE STATED THAT ONE CUSTOMER, WHO LATER PURCHASED A LARGE SYSTEM, REFUSED TO BUY UNTIL HE DEMONSTRATED ITS ABILITY TO FUNCTION IN COMPLETE DARKNESS. OVER \$100,000 OF VENUS EQUIPMENT WAS SOLD BY MR. KLEIFGEN DURING THE EXHIBITION AND HE HAS 30 SALES LEADS TO TURN OVER TO HIS AGENT AS POTENTIALS FOR FUTURE SALES. VENUS SCIENTIFIC, INC.,  
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APPOINTED HUGHESON INTERNATIONAL LTD., TAIPEI, AS THEIR REPRESENTATIVE IN THE R.O.C.

(12) ALTHOUGH SEVERAL EXHIBITORS EXPRESSED DISAPPOINTMENT THAT THIS TIMELY EXHIBITION WAS NOT HELD IN KAOSHIUNG WHERE THE MARITIME INDUSTRY PRINCIPALS ARE LOCATED, THE MAJORITY OF THE EXHIBITORS AND ATTENDEES WERE WELL SATISFIED WITH MARITIME USA '77.

THOSE EXHIBITORS SEEKING REPRESENTATIVE FOR THEIR PRODUCTS WERE WELL PLEASED WITH SUPPORT OF THE COMMERCIAL SECTION. FOUR CONTRACTS SIGNED WITH TWO ADDITIONAL APPOINTMENTS EXPECTED WITHIN 12 MONTHS, POINTS OUT THE QUALITY OF THE ADVANCED SELECTION OF POTENTIAL AGENTS MADE BY THE COMMERCIAL OFFICERS TO SUPPORT THE TRADE CENTER SHOWS.

MARITIME USA '77 WAS A MOST SUCCESSFUL EXHIBITION AS NOTED IN ATTENDANCE, IMMEDIATE SALES, FUTURE PROJECTIONS AND AGENTS APPOINTED.

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## Message Attributes

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